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IMPACT OFDEMONETISATION ON INDIAN E-COMMERCE INDUSTRY: AN INDEPTH STUDY JyotirmayeeSahoo1JyotsnaraniSahoo2   Abstract   While the world reeled from the shock resultof the US Presidential Elections, on November 9th, 2016, a nation of a billionof people faced an even bigger surprise as all existing currency notes of 500and 1000 rupees would be demonetised, with immediate effect. Since November 8, every Indian is in the dilemma of choosing a secure and convenient cashlesspayment option. The cashless payment options that are currently availableinclude credit/debit cards, e-wallets such as Paytm, Mobikwik, SBIe-wallet, etc., RTGS, NEFTetc. This unpredictable action taken by the Prime Minister NarendraModi has not only impacted e-commerce but at the same time has an impact on theconsumers and their shopping behaviour through online shopping. Thus it becomesnecessary to study the impact of demonetization on e- commerce industry and thepurchasing habits of the people.

The main focus of the study is to understandand analyze the effect of demonetization on consumer’s frequency of buyingproduct and consumer’s mode of payment for online shopping post demonetization. The study reveals more positive than negative effects of Demonetisation onE-commerce industry. Keywords: Demonetization, ecommerce, online shopping, E-Payment,  E-Wallet    1. Research Scholar, CommerceRavenshaw University, Cuttack, IndiaEmail: [email protected]

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